

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36771  
**Alt Order #:** 08833146  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 1428  
**Flight Dates:** 09/18/12 - 10/01/12  
**Original Date / Rev:** 07/26/12 / 07/26/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** House Majority PAC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	31	\$63,200.00	\$53,720.00
10/01/12	10/01/12	1	\$1,300.00	\$1,105.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$63,200.00	\$53,720.00	0.00
October 2012	1	\$1,300.00	\$1,105.00	0.00
<b>Totals</b>	<b>32</b>	<b>\$64,500.00</b>	<b>\$54,825.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$64,500.00
Market	100%	\$215,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$53,750.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$10,750.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/18/12	09/28/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	1	\$800.00	LV1	0.00	NM	2	\$1,600.00
8 NEWS NOW @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					1	\$800.00		0.00			
		Week: 09/24/12	09/30/12	-TWTF--					1	\$800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	09/18/12	09/28/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00
8 NEWS NOW @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWTF--			1		\$900.00		0.00				
Week:		09/24/12	09/30/12	-TWTF--			1		\$900.00		0.00				
E 3	8	09/18/12	09/28/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	-TWTF--	:30	1	\$800.00	LV1	0.00	NM	2	\$1,600.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWTF--			1		\$800.00		0.00				
Week:		09/24/12	09/30/12	-TWTF--			1		\$800.00		0.00				
E 4	8	09/22/12	09/22/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$450.00	LV1	0.00	NM	0	\$0.00
SAT EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/17/12-09/23/12		CBS Early Show - Sat.		5-7a	-----Sa--	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 6.2,6.3 [due n/a upon entry (DA)]															
E 5	8	09/23/12	09/23/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morni	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
CBS NEWS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$1,500.00		0.00				
E 6	8	09/30/12	09/30/12	8 News Now Sun AM #2 8 News Now Sun AM #2	CM	8 News Now Sun A	-----S	:30	1	\$1,500.00	LV1	0.00	NM	2	\$7,550.00
8 NEWS NOW SUNDAY MORNING #2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$1,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		8 News Now Sun AM #2		8 News Now Sun	-----Su	:30		<del>(\$1,500.00)</del>		0.00	NM		
See MG 6.2,6.3 [due n/a upon entry (DA)]															
2	8	09/22/12-09/22/12		Sat Prime Special		8-10p	-----Sa--	:30		\$3,775.00		0.00	NM		
Ⓜ MG for 19.1,20.3,20.1,19.2,4.1,6.1															
3	8	09/22/12-09/22/12		Sat Prime Special		8-10p	-----Sa--	:30		\$3,775.00		0.00	NM		
Ⓜ MG for 19.1,20.3,20.1,19.2,4.1,6.1															
E 7	8	09/24/12	09/24/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a	M-----	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----			1		\$750.00		0.00				
E 8	8	09/18/12	09/28/12	Price Is Right Price Is Right	CM	10-11a	-TWTF--	:30	1	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWTF--			1		\$2,500.00		0.00				
Week:		09/24/12	09/30/12	-TWTF--			1		\$2,500.00		0.00				
E 9	8	09/18/12	09/21/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWTF--			1		\$750.00		0.00				
E 10	8	09/23/12	09/23/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p	-----S	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$550.00		0.00				
E 11	8	09/18/12	09/21/12		CM	4-5p	-TWTF--	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 4p M-F										
				8 News Now 4p M-F										
				8 NEWS NOW @ 4P & 430P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$1,100.00		0.00			
E 12	8	09/24/12	09/24/12	8 News Now 4p M-F	CM	4-5p M-----	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
				8 News Now 4p M-F										
				8 NEWS NOW @ 4P & 430P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,100.00		0.00			
E 13	8	09/18/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p -TWTF--	:30	1	\$1,300.00	LV1	0.00	NM	2	\$2,600.00
				8 News Now 5-630p M-F										
				8 NEWS NOW @ 5P & 530P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$1,300.00		0.00			
Week:		09/24/12	09/30/12	-TWTF--				1	\$1,300.00		0.00			
E 14	8	09/18/12	09/28/12	630-7p Inside Edition	CM	630-7p -TWTF--	:30	2	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
				Inside Edition										
				INSIDE EDITION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$1,200.00		0.00			
Week:		09/24/12	09/30/12	-TWTF--				2	\$1,200.00		0.00			
E 15	8	10/01/12	10/01/12	630-7p Inside Edition	CM	630-7p M-----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
				Inside Edition										
				INSIDE EDITION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,300.00		0.00			
E 16	8	09/20/12	09/20/12	Thu 10-11p	CM	10-11p ---T---	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
				Person Of Interest										
				PERSON OF INTEREST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$7,500.00		0.00			
E 17	8	09/27/12	09/27/12	Thu 10-11p	CM	10-11p ---T---	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
				Elementary										
				ELEMENTARY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$7,500.00		0.00			
E 18	8	09/23/12	09/23/12	Sun 10-11p	CM	10-11p -----S	:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
				The Mentalist										
				THE MENTALIST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$9,500.00		0.00			
E 19	8	09/18/12	09/28/12	8 News Now 11p M-F	CM	11-1135p -TWTF--	:30	2	\$1,900.00	LV1	0.00	NM	2	\$3,800.00
				8 News Now 11p M-F										
				8 NEWS NOW @ 11P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$1,900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	09/17/12-09/23/12		8 News Now 11p M-F			11-1135p	-TWThF----	:30	<del>(\$1,900.00)</del>	0.00	NM		
See MG 6.2,6.3														
[due n/a upon entry (DA)]														
2	8	09/17/12-09/23/12		8 News Now 11p M-F			11-1135p	-TWThF----	:30	<del>(\$1,900.00)</del>	0.00	NM		
See MG 6.2,6.3														
[due n/a upon entry (DA)]														
Week:		09/24/12	09/30/12	-TWTF--				2	\$1,900.00		0.00			
E 20	8	09/22/12	09/30/12	8 News Now 11p Sa/Su	CM	11-1135P -----SS	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
				8 News Now Sa/Su 11p										
				8 NEWS NOW @ 11P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS				2	\$900.00		0.00			

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Advertiser: House Majority PAC  
Product Desc: HOUSE MAJORITY PAC  
Estimate: 1428  
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	8	09/22/12	09/30/12	8 News Now 11p Sa/Su	CM	11-1135P	-----SS	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
8 News Now Sa/Su 11p															
8 NEWS NOW @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS					2	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/17/12-09/23/12		8 News Now 11p Sa/Su		11-1135P	-----SaSu	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 6.2,6.3															
[due n/a upon entry (DA)]															
Week:		09/24/12	09/30/12	-----SS					2	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	09/24/12-09/30/12		8 News Now 11p Sa/Su		11-1135P	-----SaSu	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 6.2,6.3															
[due n/a upon entry (DA)]															
E 21	8	09/18/12	09/28/12	7-8p Rotator	CM	7-8p	-TWTF--	:30	1	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
7-8p Rotator															
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--					1	\$1,200.00		0.00			
Week:		09/24/12	09/30/12	-TWTF--					1	\$1,200.00		0.00			
													Totals	32	\$64,500.00